

## Virginia Beach Community Health Improvement Plan 2018 Progress Report; 2<sup>nd</sup> Quarter

**Priority Area #1:** Access to Health Services

**Goal:** Increase access to care for those who are uninsured and underinsured

**Past Meetings:** 10/31/17, 1/16/18, 3/1/18

Objective	Strategies	Progress
<p><b>OBJECTIVE 1.1</b> By December 2018, develop and implement a marketing campaign to increase awareness of community resources and services</p> <p><b>LEAD PARTNER/ORGANIZATION:</b> 2-1-1 Virginia</p>	<ul style="list-style-type: none"> <li>• Compile list of existing campaigns and community resources/services</li> <li>• Secure funding or identify means of supporting marketing campaign</li> <li>• Identify how materials will be created and disseminated</li> <li>• Identify marketing strategies and approach (i.e., segmented, mass dissemination, etc.) as well as target audience</li> <li>• Monitor reach and consider conducting pre/post survey to evaluate effectiveness or change in knowledge/awareness of community services based on campaign</li> </ul>	<ul style="list-style-type: none"> <li>• 2-1-1 Virginia identified as lead partner</li> <li>• Elaina Dariah from 2-1-1 Virginia joined workgroup</li> <li>• Shared information about 2-1-1 Virginia with the Beach Health Clinic Board of Directors</li> <li>• 2-1-1 wallet cards now being distributed at the Beach Health Clinic and Sentara Virginia Beach General Hospital ED</li> <li>• Created presentation to inform organizations how to update agency information on 2-1-1 website; this information will be shared with partners once it has been finalized</li> <li>• Developing strategies to promote “Make The Right Call” campaign</li> </ul>
<p><b>OBJECTIVE 1.2</b> By December 2018, reduce the number of non-emergent calls to Virginia Beach EMS</p>	<ul style="list-style-type: none"> <li>• Explore developing a community paramedicine program to improve health outcomes among medically vulnerable populations</li> <li>• Analyze call-center data to identify frequent callers and determine what they are calling for (e.g., medical care, senior services, substance abuse/mental health, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Gathered information about other community paramedicine programs</li> <li>• EMS created proposal for Community Paramedicine Program and presented the plan to City Leadership</li> </ul>

<b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> VB Department of Emergency Medical Services	<ul style="list-style-type: none"> <li>• Create educational materials and resource guides and distribute them to frequent callers</li> <li>• Educate residents about resources in the community. Promote programs and resources that link individuals in need to existing Virginia Beach services. Create new tools/materials as necessary.</li> <li>• Promote suitable alternatives to ED use</li> </ul>	<ul style="list-style-type: none"> <li>• Collected and analyzed EMS call-center data from 2017. Identified # of frequent callers and primary impression/diagnosis</li> <li>• Continuing to gather and synthesize EMS and population health data in order to more effectively focus interventions and outreach in areas of need</li> </ul>
<b>OBJECTIVE 1.3</b> By December 2018, increase the proportion of low-income children and adolescents in Virginia Beach who receive oral health services  <b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> VB Department of Public Health	<ul style="list-style-type: none"> <li>• Collect baseline data</li> <li>• Increase the proportion of patients who receive oral health services at the Health Department</li> <li>• Educate non-dental health providers who interface with children, adults, and vulnerable populations (e.g., WIC program staff) about key oral health topics and community resources</li> <li>• Create and disseminate promotional materials to increase awareness of school-based dental clinic in Virginia Beach</li> <li>• Survey parents to see what barriers prevent them from utilizing the school-based dental clinic</li> <li>• Promote interventions to reduce tooth decay, such as dental sealants</li> <li>• Improve dental health habits of young children by educating their mothers about dental health</li> </ul>	<ul style="list-style-type: none"> <li>• Collected VBDPH Dental Program data April-November 2017 for baseline measure</li> <li>• Updating VBDPH website and marketing materials to better promote dental services</li> <li>• Developing strategies to increase number of internal referrals to dental clinic</li> <li>• Exploring partnership with ODU Dental Hygiene Program</li> </ul>

## Virginia Beach Community Health Improvement Plan 2018 Healthy Behaviors Progress Report; 2<sup>nd</sup> Quarter

### Priority Area #2: Healthy Behaviors

**Goal:** Promote healthy behaviors to decrease chronic disease.

**Past Meetings:** 10/17/17, 12/12/17, 2/13/18

Objective	Strategies	Progress
<p><b>OBJECTIVE 2.1:</b> By December 2018, decrease the percent of adults reporting no physical activity within the past month by 10%.</p> <p><b>LEAD PARTNER/ORGANIZATION:</b> Mayor's Action Challenge Committee</p>	<ul style="list-style-type: none"> <li>Assess current resources that enable/promote/encourage physical activity and disseminate that information.</li> <li>Inform people about the resources that are available by creating an application as well as non-electronic manner of disseminating information that contains resources, short exercises, education tools, goal setting, activity tracking, etc. In addition, revise HealthyVB website with all key information listed for the application.</li> <li>Create a plan to assess the use and effectiveness of the application. Assess/identify current resources, conduct survey, disseminate information/inform people about the application as well as HealthyVB website.</li> <li>Create a survey questionnaire that to assess active lifestyle opportunities in VB. Get businesses numbers from the Chamber of Commerce and use students/volunteers to call and ask what types of physical activities they offer for their employees and community.</li> <li>Develop summer program for children including educational activities regarding healthy eating and physical activity and play. Use interns as site coordinators during the summer youth projects.</li> </ul>	<ul style="list-style-type: none"> <li>Reviewed evidence-based physical activity programs but continuing to narrow and refine focus, such as reinvigorating Let's Move VB</li> <li>Pursuing grant funding to help make Let's Move VB a more sustainable program; attended Virginia Foundation for Healthy Youth RFP training</li> <li>Identified programs and resources in the community related to physical activity and healthy eating</li> <li>Compiling list of community resources to promote access to healthy foods and opportunities for physical activity</li> </ul>
<p><b>OBJECTIVE 2.2:</b> By December 2018, increase</p>	<ul style="list-style-type: none"> <li>Identify resources and increase awareness through an application, website, and non-electronic manner that</li> </ul>	<ul style="list-style-type: none"> <li>Narrowed focus to WIC clients and barriers they face to utilizing WIC,</li> </ul>

<p>the percent of adults who eat 5 or more fruits and vegetables per day by 5%.</p> <p><b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> Mayor's Action Challenge Committee</p>	<p>contains farmers' market locations, websites, educational tools, incentives, surveys, etc.</p> <ul style="list-style-type: none"> <li>• Educate people and empower them to eat healthy. Examples of possible programs include healthy food preparation as demonstrated by the "Class-a-Roll" mobile van and learning to read food labels. Offer vouchers and financial education during the classes.</li> <li>• Obtain financial resources to improve access to healthy foods.</li> <li>• Investigate healthy corner stores programs.</li> <li>• Work with community partners (i.e., Farmers Markets, WIC, DHS, Dept. of Agriculture, Advance Technical Center, and local retailers).</li> </ul>	<p>reviewing current numbers of redemption rates, developing a survey to identify barriers to utilizing WIC credits, and will identify strategies to address those barriers</p> <ul style="list-style-type: none"> <li>• Actively engaged in the Greater Hampton Roads Food Policy Council</li> </ul>
<p><b>OBJECTIVE 2.3:</b> By December 2018, implement a healthy vending policy in the city of Virginia Beach municipally owned and operated buildings.</p> <p><b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> Virginia Beach Healthy Vending Taskforce</p>	<ul style="list-style-type: none"> <li>• Work with partners to research standards and build support for a healthy vending policy.</li> <li>• Design a healthy vending machine policy.</li> <li>• Work with city leaders to obtain approval for healthy vending policy.</li> <li>• In conjunction with departmental leaders, implement the healthy vending policy making sure to educate and engage consumers during the process.</li> <li>• Incorporate an assessment plan for the policy.</li> </ul>	<ul style="list-style-type: none"> <li>• Met with Deputy City Manager, Ken Chandler, to discuss the goal of increasing healthy vending options for city employees and visitors to city facilities and shared white paper with him</li> <li>• Meeting with council members to secure the full buy-in of the City Council</li> <li>• Collaborating with the Healthy Vending Core Group to prepare information to present to city leadership</li> </ul>

## Virginia Beach Community Health Improvement Plan 2018 Mental Health Progress Report; 2<sup>nd</sup> Quarter

### Priority Area #3: Mental Health

**Goal:** Improve emotional well-being in our community.

**Past Meetings:** 10/10/17, 1/25/18, 2/28/18

Objective	Strategies	Progress
<p><b>OBJECTIVE 3.1:</b> By December 2018, decrease diversion of opiate medications by doubling the number of pounds of prescription medications collected at Take Back programs.</p> <p><b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> Virginia Beach Department of Public Health</p>	<ul style="list-style-type: none"> <li>• Build awareness (i.e., website, find a media partner to help with campaign) of Take Back sites already in existence.</li> <li>• Create a map or information sheet of Take Back sites.</li> <li>• Increase the number of Take Back boxes.</li> </ul>	<ul style="list-style-type: none"> <li>• Developed list of take back locations in Hampton Roads and reviewed options for safe disposal outside of drop boxes, such as the deactivation kits and mail back programs</li> <li>• Partnered with the City's Information Technology Department to develop an online interactive map to locate drug take-back boxes within the Hampton Roads region. The map allows users to type in a ZIP code and find the drug take back site(s) in that area. Once finalized, the map will be posted on the VBDPH website and shared with partners</li> <li>• In collaboration with Sentara and VBMRC, produced static map of drug take back locations that can be downloaded, printed and distributed</li> <li>• Developing strategies to promote and share Take Back Site maps with community members, partners and stakeholders</li> </ul>

<p><b>OBJECTIVE 3.2:</b> By December 2018, improve the knowledge of mental health in Virginia Beach community: a) Increase the number of trainings by 25%. b) Increase the number of participants by 25%.</p> <p><b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> NAMI/Mental Health Awareness Coalition</p>	<ul style="list-style-type: none"> <li>• Define baseline and define classes/trainings.</li> <li>• Increase availability by expanding formats of classes (i.e., online).</li> <li>• Educate people on what trainings are available.</li> <li>• Increase the number of trainers.</li> <li>• Conduct lunch and learns or a brown bag series monthly sponsored by various groups focused on mental health and a topic of community interest.</li> <li>• Launch a Mental Health Diplomat Program to decrease stigma associated with mental illness.</li> </ul>	<ul style="list-style-type: none"> <li>• Narrowed focus of trainings/participants to NAMI</li> <li>• NAMI shared baseline from last year's number of participants in all programs which will be used to develop goal of how much to increase</li> <li>• May is Mental Health Awareness Month in Town Center and I Need a Lighthouse also has a 5k in May that we will promote by sharing among our networks</li> <li>• Identifying and promoting different NAMI and/or mental health events taking place in the community each month among our existing organizations and networks</li> </ul>
<p><b>OBJECTIVE 3.3:</b> By December 2018, increase the number of practices that are implementing mental health screening tools in primary care by 10%.</p> <p><b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> TBD (possibly insurers or primary care groups)</p>	<ul style="list-style-type: none"> <li>• Define tools that will track and monitor progress.</li> <li>• Establish a baseline with the practices.</li> <li>• Train and educate providers.</li> <li>• Hold mental health or mental wellness fairs (one in May and one in October) and conduct screenings during the mental health fair.</li> </ul>	<ul style="list-style-type: none"> <li>• Identifying a list of Primary Care Clinics in Virginia Beach in order to determine what mental health screening tools are currently being used</li> </ul>

## Virginia Beach Community Health Improvement Plan

### 2018 Aging Progress Report: 2<sup>nd</sup> Quarter

#### Priority Area #4: Healthy Aging

**Goal:** Improve the health and well-being of the aging and elderly population.

**Past Meetings:** 10/16/17, 12/1/17, 1/26/18, 2/16/18

Objective	Strategies	Progress
<p><b>OBJECTIVE 4.1:</b> By December 2018, make the City of Virginia Beach more age friendly.</p> <p><b>LEAD PARTNER/ORGANIZATION:</b> City of Virginia Beach, Mayor's Commission on Aging</p>	<ul style="list-style-type: none"> <li>Determine requirements of AARP Age-Friendly Communities and steps to joining network.</li> <li>Examine other AARP age-friendly communities in the commonwealth, if any, and reach out to for information/lessons learned.</li> <li>Gauge stakeholder interest and leadership support in becoming an AARP Age-Friendly Community.</li> <li>Develop a coalition/join existing networks focused on aging and make VB becoming an age-friendly community a priority.</li> <li>Initiate process with AARP in becoming an age-friendly community.</li> </ul>	<ul style="list-style-type: none"> <li>Recruited Steve Zollos, Chief Operating Officer of Senior Services of Southeastern Virginia to join workgroup</li> <li>Attended AARP's Virginia Beach Livable Communities Training Workshop on 2/9</li> <li>Established core group, compiled of representatives from VBDPH, MCOA and SSEVA, to complete the application and initiate process with AARP in becoming an age-friendly community</li> </ul>
<p><b>OBJECTIVE 4.2:</b> By December 2018, increase the number of organizations in Virginia Beach that provide evidence-based fall prevention programs.</p>	<ul style="list-style-type: none"> <li>Conduct a review and compile list of any existing fall prevention programs in VB. Gather contact information for each program/organization.</li> <li>Collaborate with each organization and assess current status/impact of programs and current practices.</li> <li>Collect materials on evidence-based programming and fall prevention to be shared with organizations.</li> <li>Determine barriers to conducting evidence-based fall prevention programs and identify strategies to overcome any barriers.</li> </ul>	<ul style="list-style-type: none"> <li>Gathered baseline number of VBDPH MOB participants from last year</li> <li>Exploring partnership with ODU PT/AT program to conduct fall risk assessments and evaluate effectiveness of MOB programs</li> <li>Working with EMS, PD, VBCERT, and Fire to streamline and promote the City's aging safety programs; creating a promotional handout that can be included in resource packet</li> </ul>

<p><b>LEAD PARTNER/ORGANIZATION:</b> VBDPH</p>	<ul style="list-style-type: none"> <li>• Work with organizations and groups to determine community-wide standard or programmatic approach moving forward.</li> <li>• Collectively implement evidence-based fall prevention programs across VB.</li> <li>• Monitor progress and evaluate programs. Bring all organizations together to determine effectiveness of programs and ways to improve.</li> </ul>	<ul style="list-style-type: none"> <li>• Matter of Balance Leader Training scheduled for March 6 &amp; 8</li> <li>• Shared information on upcoming MOB Leader Training with partners in an effort to increase the frequency and availability of MOB programs in Virginia Beach and reach a higher number of older adults</li> <li>• Promoting MOB Leader Training in VB Medical Reserve Corp (MRC) to target, recruit and train volunteers</li> <li>• Exploring partnership with Bon Secours In Motion Physical Therapy for the MOB program</li> <li>• Collaborating with the VBDPH Health Services Advisory Board to identify and implement strategies to expand MOB</li> </ul>
<p><b>OBJECTIVE 4.3:</b> By December 2018, increase the number of Virginia Beach residents who have an advanced care directive.</p> <p><b>LEAD PARTNER/ORGANIZATION:</b> As You Wish</p>	<ul style="list-style-type: none"> <li>• Establish baseline.</li> <li>• Host educational sessions to increase awareness and understanding of the Advance Healthcare Directives Registry.</li> <li>• Create and distribute educational materials to educate residents about the benefits of executing an advance directive.</li> <li>• Train community health providers how to have meaningful conversations about advance directives with patients and their caregivers.</li> <li>• Identify demographics with particular life limiting illnesses that are most in need of advance care directives.</li> </ul>	<ul style="list-style-type: none"> <li>• Gathering data from Sentara, Bon Secours, and As You Wish to establish baseline</li> <li>• Adding informational session on advance care directives to the end of VBDPH MOB program</li> <li>• Working with VBDPH home visiting nurse to include and track Advanced Care Planning in current efforts</li> <li>• Invited David Murray, Executive Director of As You Wish to join workgroup</li> <li>• Shared Sentara's Advance Care Planning Guide with partners</li> <li>• Determining ways to help make filling out advanced care directives easier for the public, will share PSA's and other materials</li> </ul>